

The Well-Fed Self-Publisher: How to Turn One Book into a Full-Time Living

Peter Bowerman

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Good rule of thumb: if the title you've come up with sounds more explanatory than catchy (and more importantly, is more than four or five words, max), it's probably a better subtitle," advises Peter Bowerman.

In his third offering, *The Well-Fed Self-Publisher: How to Turn One Book into a Full-Time Living* (Fanove Publishing, 294 pages, softcover, \$19.95, 0-9670598-6-0), Bowerman, whose books have been Writer's Digest Book Club selections, provides publishing precepts for the Promethean publisher. When discussing marketing he writes: "Focus on marketing—hire out the rest"; the author explains that the time spent on other aspects costs more in the long run.

Fast-paced narration for novices.

WHITNEY HALLBERG (October 3, 2006)

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